



HAYWOOD COUNTY
TOURISM DEVELOPMENT AUTHORITY

November 1, 2023

Haywood County Tourism Development Authority
Statement of Net Position
September 30, 2023

| ASSETS | |
|--|--------------------|
| Current Assets | |
| Checking/Savings | |
| 100001 · 1% Cash in Bank - 1st Citizens | 229,990.83 |
| 100002 · 3% Cash in Bank - 1st Citizens | 646,122.44 |
| 111501 · NCCMT - 9152 3% General Investm | 1,610,454.63 |
| 111503 · NCCMT - 9863 1% General Investm | 575,815.41 |
| Total Checking/Savings | <hr/> 3,062,383.31 |
| Other Current Assets | |
| 119000 · Petty Cash - TDA | 100.00 |
| 119001 · Petty Cash - VC | <hr/> 100.00 |
| Total Other Current Assets | <hr/> 200.00 |
| Total Current Assets | 3,062,583.31 |
| Noncurrent Assets | |
| Fixed Assets | |
| 140001 · Equipment and Furniture | 32,522.77 |
| 140002 · Vehicle | 25,903.04 |
| 150000 · Accumulated Depreciation | <hr/> (27,509.18) |
| Total Fixed Assets | 30,916.63 |
| 160000 · Right to Used Leased Asset | <hr/> 124,621.00 |
| Total Noncurrent Assets | <hr/> 155,537.63 |
| TOTAL ASSETS | 3,218,120.94 |

| DEFERRED OUTFLOWS OF RESOURCES | |
|--|-----------------|
| 180000 · Current Year Pension Plan Contributions | 36,651.00 |
| 170000 · Pension Deferral | <hr/> 82,082.00 |
| TOTAL DEFERRED OUTFLOWS OF RESOURCES | 118,733.00 |

Haywood County Tourism Development Authority
Statement of Net Position
September 30, 2023

LIABILITIES & NET POSITION

Liabilities

Current Liabilities

| | |
|------------------------------------|-----------|
| 231700 · Payroll Liabilities | |
| Federal Taxes (941/944) | 2,993.98 |
| NC Income Tax | 1,386.00 |
| NC Pension Payable | 7,276.30 |
| | <hr/> |
| Total 231700 · Payroll Liabilities | 11,656.28 |
| 231800 · Sales Tax Payable | 149.85 |

Other Current Liabilities

| | |
|--|-----------|
| 233000 · Lease Liability-Current Portion | 30,277.00 |
| | <hr/> |
| Total Current Liabilities | 42,083.13 |

Noncurrent Liabilities

| | |
|---|-------------------|
| 240000 · Lease Liability Noncurrent Portion | 98,503.00 |
| 250000 · Net Pension Liability | 68,398.00 |
| | <hr/> |
| Total Noncurrent Liabilities | 166,901.00 |
| | <hr/> |
| TOTAL LIABILITIES | 208,984.13 |

DEFERRED INFLOWS OF RESOURCES

| | |
|----------------------------|-----------|
| 260000 · Pension Deferrals | 97,721.00 |
|----------------------------|-----------|

NET POSITION

| | |
|---------------------------|---------------------|
| Net Position as of July 1 | 3,094,396.04 |
| Change in Net Position | (64,247.23) |
| | <hr/> |
| TOTAL NET POSITION | 3,030,148.81 |

Haywood County Tourism Development Authority
Changes in Net Position Budget vs Actual

| Ordinary Income/Expense | September 2023 | July- September 2023 | YTD Budget | % of Budget | | |
|---|-------------------|----------------------------|---------------------|---------------|--|--|
| | | | | | | |
| Income | | | | | | |
| Occupancy Tax Revenue | | | | | | |
| 427011 · Net from Haywood County (3%) | 269,513.89 | 269,513.89 | 2,257,125.00 | 11.94% | | |
| 427012 · 1% Occ Tax - 28716 (Canton) | 4,728.05 | 4,728.05 | 60,190.00 | 7.86% | | |
| 427013 · 1% Occ Tax - 28721 (Clyde) | 4,754.73 | 4,754.73 | 37,618.75 | 12.64% | | |
| 427014 · 1% Occ Tax - 28745 (LJ) | 9,893.47 | 9,893.47 | 67,713.75 | 14.61% | | |
| 427015 · 1% Occ Tax - 28751 (MV) | 41,308.48 | 41,308.48 | 346,092.50 | 11.94% | | |
| 427016 · 1% Occ Tax - 28785/28786 (WV) | 29,205.19 | 29,205.19 | 240,760.00 | 12.13% | | |
| 427017 · Admin Fee | 11,236.59 | 11,236.59 | 40,500.00 | 27.75% | | |
| Total Occupancy Tax Revenue | 370,640.40 | 370,640.40 | 3,050,000.00 | 12.15% | | |
| 449201 · Merchandise Sales | | | | | | |
| 449810 · Visitor Guide Ad Sales | 3,060.52 | 9,555.37 | 25,000.00 | 38.22% | | |
| 451890 · Miscellaneous Revenue | 3,075.00 | 15,385.00 | 35,000.00 | 43.96% | | |
| 483491 · Interest Earnings 3% | 0.00 | 375.00 | 0.00 | 100.0% | | |
| 483492 · Interest Earnings 1% | 6,914.23 | 20,832.81 | 45,000.00 | 46.3% | | |
| 483831 · Occupancy Tax Penalties 3% | 2,472.17 | 7,448.74 | 15,000.00 | 49.66% | | |
| 483832 · Occupancy Tax Penalties 1% | 2,817.51 | 2,817.52 | 1,500.00 | 187.84% | | |
| | 939.18 | 939.18 | 500.00 | 0.0% | | |
| Fund Balance Appropriation | | | | | | |
| 427112 · App of Fd Bal - 28716 (Canton) | 0.00 | 0.00 | 12,000.00 | 0.0% | | |
| 427113 · App of Fd Bal - 28721 (Clyde) | 0.00 | 0.00 | 36,000.00 | 0.0% | | |
| 427114 · App of Fd Bal - 28745 (LJ) | 0.00 | 0.00 | 0.00 | 0.0% | | |
| 427115 · App of Fd Bal - 28751 (MV) | 0.00 | 0.00 | 90,000.00 | 0.0% | | |
| 427116 · App of Fd Bal - 28785/86 (WV) | 0.00 | 0.00 | 12,000.00 | 0.0% | | |
| 499990 · Fund Balance TDA | 0.00 | 0.00 | 30,000.00 | 0.0% | | |
| 499995 · Fund Balance OTPF | 0.00 | 0.00 | 346,131.00 | 0.0% | | |
| Total Fund Balance Appropriation | 0.00 | 0.00 | 526,131.00 | 0.0% | | |
| Total Income | 389,919.01 | 427,994.02 | 3,698,131.00 | 11.57% | | |
| Expense | | | | | | |
| 1% Expenses | | | | | | |
| 1% Marketing/Adv/Promo | | | | | | |
| 549910 · Promotion - 28716 (Canton) | 0.00 | 0.00 | 48,126.67 | 0.0% | | |
| 549912 · Promotion - 28721 (Clyde) | 0.00 | 0.00 | 49,079.17 | 0.0% | | |
| 549914 · Promotion - 28745 (LJ) | 7,289.83 | 11,950.09 | 45,142.50 | 26.47% | | |
| 549916 · Promotion - 28751 (MV) | 18,485.78 | 25,583.78 | 290,728.33 | 8.8% | | |
| 549918 · Promotion - 28785/86 (WV) | 6,836.93 | 6,836.93 | 168,506.67 | 4.06% | | |
| Total 1% Marketing/Adv/Promo | 32,612.54 | 44,370.80 | 601,583.34 | 7.38% | | |

Haywood County Tourism Development Authority
Changes in Net Position Budget vs Actual

| | September 2023 | July- September 2023 | YTD Budget | % of Budget |
|---|-------------------|----------------------------|-------------------|---------------|
| 1% Tourism Related | | | | |
| 549911 · Tourism - 28716 (Canton) | | | | |
| 549913 · Tourism - 28721 (Clyde) | 0.00 | 0.00 | 24,063.33 | 0.0% |
| 549915 · Tourism - 28745 (LJ) | 0.00 | 0.00 | 24,539.58 | 0.0% |
| 549917 · Tourism - 28751 (MV) | 0.00 | 0.00 | 22,571.25 | 0.0% |
| 549919 · Tourism - 28785/86 (WV) | 0.00 | 2,937.15 | 84,253.33 | 3.49% |
| Total 1% Tourism Related | 0.00 | 2,937.15 | 300,791.66 | 0.98% |
| Total 1% Expenses | | | | |
| 32,612.54 | | | | |
| 47,307.95 | | | | |
| 902,375.00 | | | | |
| 5.24% | | | | |
| Wages and Benefits | | | | |
| 512101 · Salaries Admin-Promo | | | | |
| 512201 · Salaries Marketing- Promo | 18,730.14 | 37,273.08 | 415,000.00 | 8.98% |
| 512232 · Temporary Labor | 22,733.64 | 42,162.24 | 0.00 | 100.0% |
| 518601 · Worker's Comp | 0.00 | 0.00 | 500.00 | 0.0% |
| 512220 · FICA Taxes | 3,172.00 | 6,076.82 | 33,000.00 | 18.42% |
| 518301 · Health Insurance | 3,255.77 | 12,574.19 | 42,000.00 | 29.94% |
| 512110 · NC State Retirement | 4,960.30 | 9,641.16 | 45,000.00 | 21.43% |
| Total Wages and Benefits | 52,851.85 | 109,440.49 | 537,000.00 | 20.38% |
| Administration & Operations | | | | |
| 500000 · Admin Fee | | | | |
| 549902 · Bank Fees | 11,236.59 | 11,236.59 | 40,500.00 | 0.0% |
| 517001 · Board Member Meetings/Events | 147.08 | 974.05 | 3,500.00 | 27.83% |
| 543201 · Equipment Lease | 0.00 | 0.00 | 3,000.00 | 0.0% |
| 543202 · Hospitality, Gifts & Meals | 503.05 | 1,786.95 | 9,000.00 | 19.86% |
| 545101 · Insurance-Liability | 240.82 | 291.97 | 2,000.00 | 14.6% |
| 526001 · Office/Visitor Center Supplies | 1,123.03 | 1,399.19 | 4,000.00 | 34.98% |
| 529901 · NonExpendable Office Supplies | 0.00 | 1,844.27 | 2,000.00 | 92.21% |
| 532201 · Postage-Office | 0.00 | 3,000.00 | 1,000.00 | 300.0% |
| 519201 · Prof Svcs-Accounting & Audit | 682.10 | 2,014.20 | 16,000.00 | 12.59% |
| 519202 · Professional Services- Legal | 0.00 | 450.00 | 2,500.00 | 18.0% |
| 519300 · Professional Svcs-Managed IT | 750.25 | 5,389.75 | 11,500.00 | 46.87% |
| 519301 · Professional Svcs-Other | 0.00 | 2,130.00 | 0.00 | 100.0% |
| 549903 · Property Tax | 0.00 | 0.00 | 300.00 | 0.0% |
| 527001 · Purchases/Resale | 130.09 | 8,650.42 | 20,000.00 | 43.25% |
| 541301 · Rent | 4,200.00 | 16,800.00 | 50,500.00 | 33.27% |
| 535201 · Repair & Maintenance-Equipment | 42.71 | 167.71 | 2,500.00 | 6.71% |
| 535202 · Repair & Maintenance-Vehicle | 0.00 | 103.00 | 2,500.00 | 4.12% |

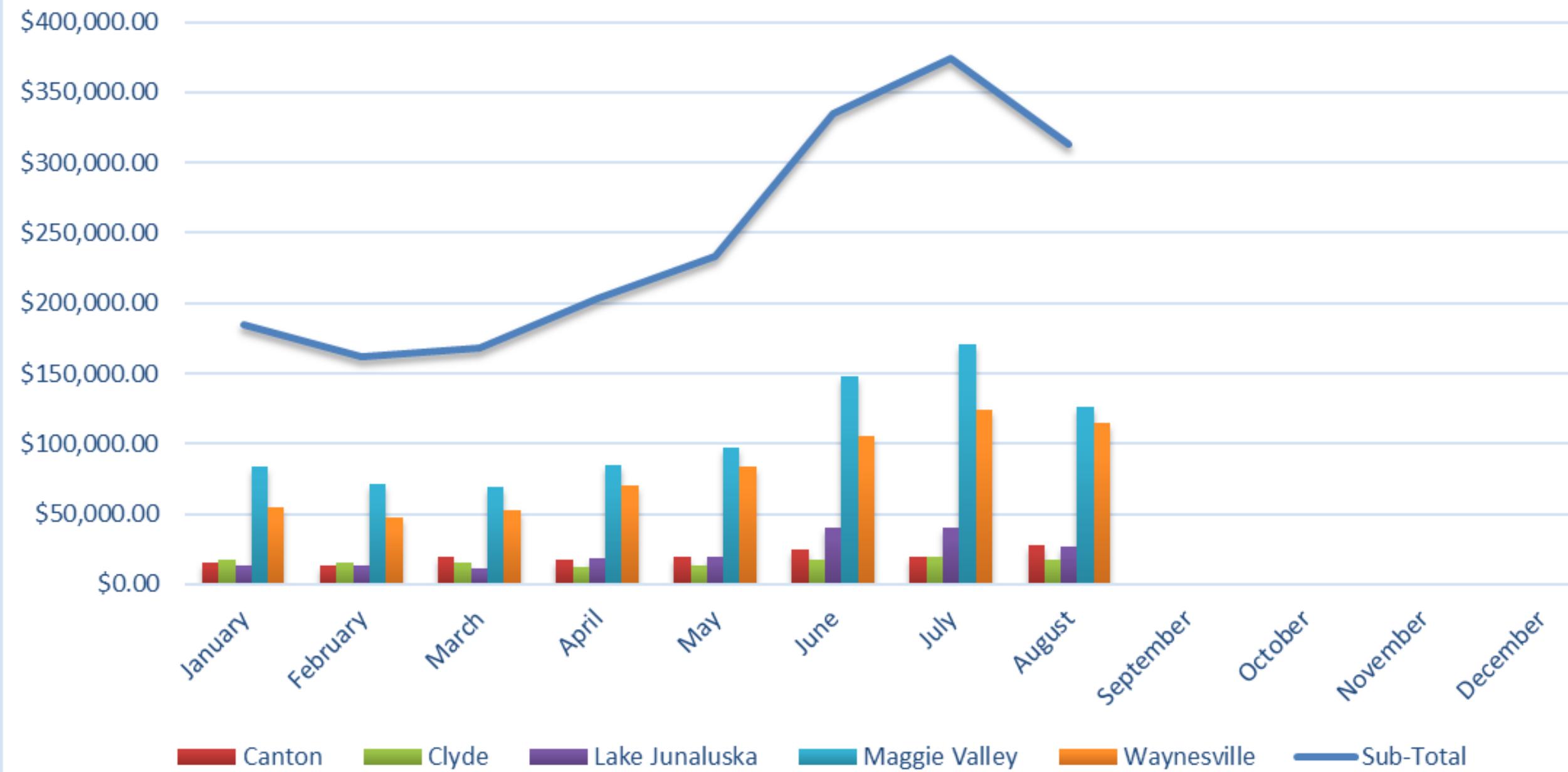
Haywood County Tourism Development Authority
Changes in Net Position Budget vs Actual

| | September 2023 | July- September 2023 | YTD Budget | % of Budget |
|--|-------------------|----------------------------|---------------------|---------------|
| 537401 · Staff Development and Education | 1,377.57 | 4,212.80 | 18,000.00 | 23.4% |
| 531202 · Travel Expense | 82.66 | 553.87 | 4,500.00 | 12.31% |
| 532101 · Telephone, Comm, and Internet | 314.99 | 888.57 | 8,500.00 | 10.45% |
| 570102 · Utilities | 0.00 | 0.00 | 100.00 | 0.0% |
| 532200 · Vehicle Expense | 117.26 | 117.26 | 2,700.00 | 4.34% |
| 599101 · Contingency | 0.00 | 0.00 | 54,525.00 | 0.0% |
| Total Administration and Operations | 20,948.20 | 64,673.60 | 269,125.00 | 24.03% |
| Capital Outlay | | | | |
| 551003 · Signs | 0.00 | 0.00 | 1,500.00 | 0.0% |
| 551004 · Office Furniture/Equipment | 0.00 | 0.00 | 1,500.00 | 0.0% |
| 551006 · Leasehold Improvements | 17,703.16 | 17,703.16 | 30,000.00 | 59.01% |
| 551007 · Other Capital | 0.00 | 0.00 | 1,500.00 | 0.0% |
| Total Capital Outlay | 17,703.16 | 17,703.16 | 34,500.00 | 51.31% |
| Marketing & Sales | | | | |
| 537101 · Advertising & Marketing | 76,053.90 | 115,800.93 | 925,000.00 | 12.52% |
| 537750 · Web Technology | 0.00 | 5,000.00 | 15,000.00 | 33.33% |
| 537775 · Media Relations & Influencers | 0.00 | 2,000.00 | 15,000.00 | 13.33% |
| 537301 · Visitor Guides | 0.00 | 36,157.00 | 40,000.00 | 90.39% |
| 534901 · Collateral and Other Printing | 0.00 | 3,414.47 | 9,000.00 | 37.94% |
| 535000 · Postage & Fulfillment | 184.93 | 478.34 | 18,000.00 | 2.66% |
| 549101 · Dues & Subscriptions | 1,229.00 | 5,269.00 | 27,000.00 | 19.52% |
| 537803 · Trade Shows and Travel | 2,628.31 | 2,628.31 | 10,000.00 | 26.28% |
| 537900 · Research | 0.00 | 32,368.00 | 41,000.00 | 78.95% |
| 537925 · Community Relations | 0.00 | 0.00 | 4,000.00 | 0.0% |
| 568101 · 3% Grant Promo | 0.00 | 0.00 | 30,000.00 | 0.0% |
| Total Marketing & Sales | 80,096.14 | 203,116.05 | 1,134,000.00 | 17.91% |
| Product Development | | | | |
| 568102 · 3% Grants Tourism Related | 0.00 | 0.00 | 75,000.00 | 0.0% |
| 537502 · Wayfinding Signage | 0.00 | 0.00 | 150,000.00 | 0.0% |
| 537501 · Product Development - Other | 0.00 | 0.00 | 250,000.00 | 0.0% |
| 568104 · OTPF | 0.00 | 50,000.00 | 346,131.00 | 14.45% |
| Total Product Development | 0.00 | 50,000.00 | 821,131.00 | 6.09% |
| Total Expense | 204,211.89 | 492,241.25 | 3,698,131.00 | 13.31% |
| Change in Net Position | 185,707.12 | (64,247.23) | 0.00 | 0.0% |

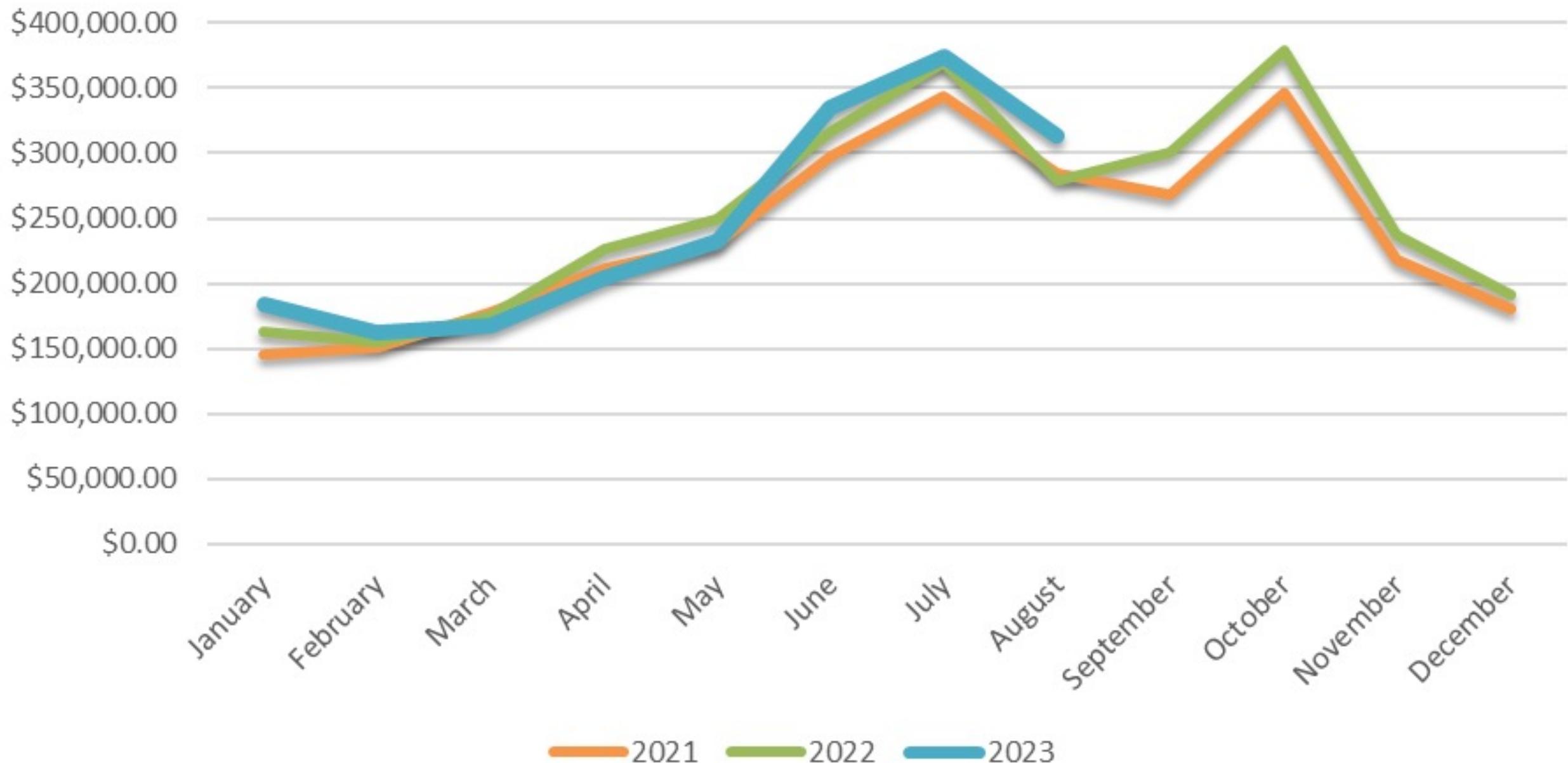
Fiscal Year Monthly Occupancy Tax Comparison (Gross)

| | 2021-2022 | 2022-2023 | 2023-2024 | \$ Change from Previous Year | % of Change from Previous Year |
|-----------------------|--------------|--------------|--------------|------------------------------|--------------------------------|
| July | \$344,159.31 | \$369,695.58 | \$374,553.47 | \$4,857.89 | 1.31% |
| <i>Canton</i> | \$27,783.82 | \$26,879.79 | \$19,497.12 | (\$7,382.67) | -27.47% |
| <i>Clyde</i> | \$15,634.79 | \$12,404.07 | \$19,607.12 | \$7,203.05 | 58.07% |
| <i>Lake Junaluska</i> | \$31,226.88 | \$39,626.65 | \$40,797.83 | \$1,171.18 | 2.96% |
| <i>Maggie Valley</i> | \$159,871.26 | \$177,268.47 | \$170,417.23 | (\$6,851.24) | -3.86% |
| <i>Waynesville</i> | \$109,642.56 | \$113,516.60 | \$124,234.17 | \$10,717.57 | 9.44% |
| August | \$283,878.91 | \$278,678.56 | \$312,946.44 | \$34,267.88 | 12.30% |
| <i>Canton</i> | \$20,917.76 | \$21,871.08 | \$28,032.84 | \$6,161.76 | 28.17% |
| <i>Clyde</i> | \$12,035.89 | \$12,041.72 | \$17,010.14 | \$4,968.42 | 41.26% |
| <i>Lake Junaluska</i> | \$30,705.85 | \$23,659.93 | \$26,325.12 | \$2,665.19 | 11.26% |
| <i>Maggie Valley</i> | \$126,823.64 | \$126,942.01 | \$126,475.88 | (\$466.13) | -0.37% |
| <i>Waynesville</i> | \$93,395.57 | \$94,163.82 | \$115,102.46 | \$20,938.64 | 22.24% |
| September | \$268,037.41 | \$300,578.84 | | | |
| <i>Canton</i> | \$19,817.98 | \$24,268.90 | | | |
| <i>Clyde</i> | \$11,635.76 | \$19,558.11 | | | |
| <i>Lake Junaluska</i> | \$26,089.09 | \$29,171.45 | | | |
| <i>Maggie Valley</i> | \$124,968.30 | \$130,740.68 | | | |
| <i>Waynesville</i> | \$85,526.28 | \$96,839.70 | | | |
| October | \$346,441.48 | \$379,422.94 | | | |

2023 Occupancy Tax Monthly Collections by Zip Code

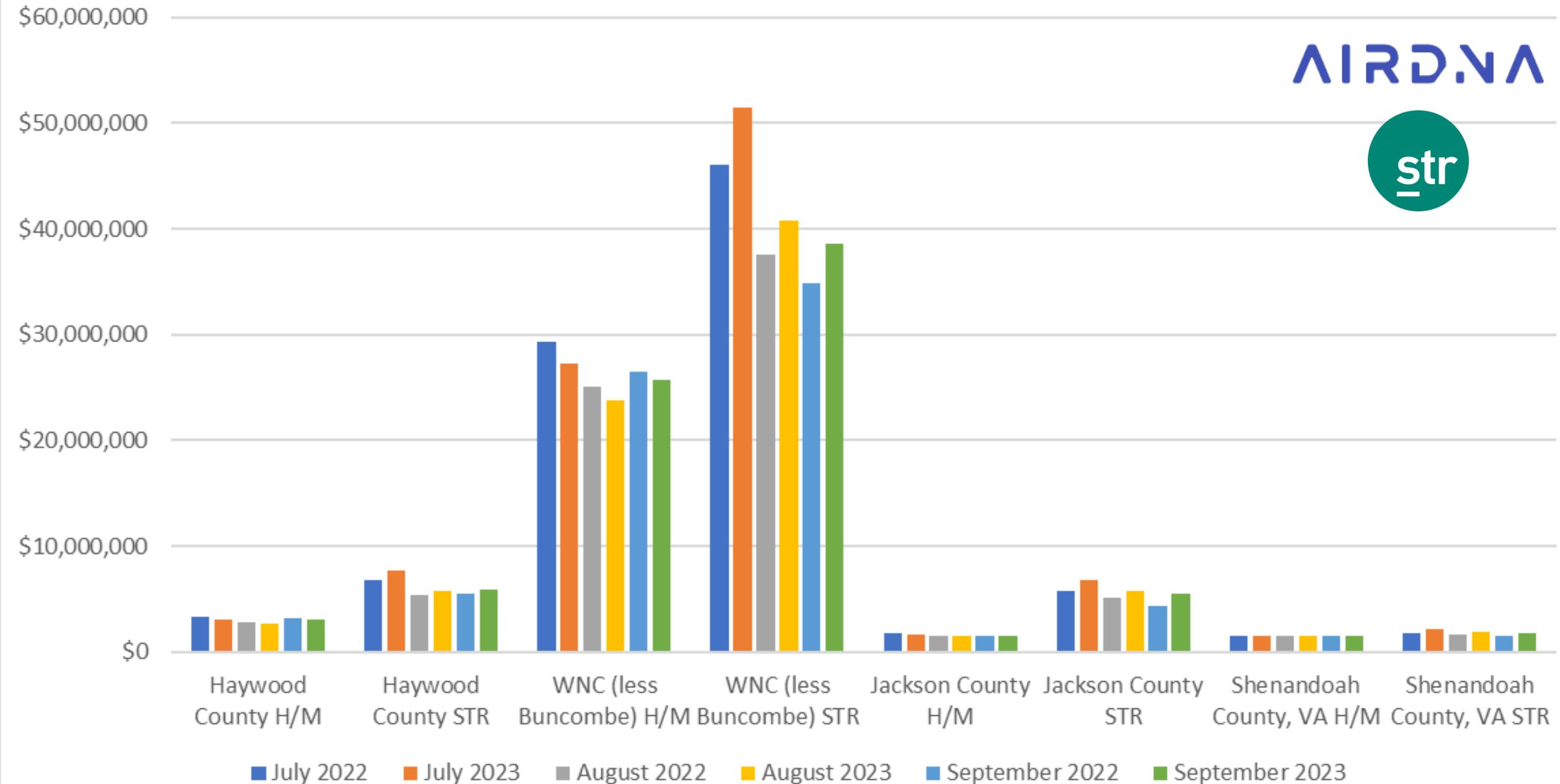


YOY Monthly Occupancy Tax Comparison



Gross Lodging Revenue

AIRDNA



Short Term Rental Demand (Actual Units Booked)

| | | 2022 | 2023 | Percent Change from previous year |
|-----------|-----------------------|-------|-------|---|
| June | | 24617 | 28757 | 16.80% |
| | <i>Canton</i> | 2132 | 2548 | 19.50% |
| | <i>Clyde</i> | 1393 | 1871 | 34.30% |
| | <i>Lake Junaluska</i> | 1381 | 2483 | 79.80% |
| | <i>Maggie Valley</i> | 10821 | 11662 | 7.80% |
| | <i>Waynesville</i> | 8890 | 10193 | 14.70% |
| July | | 28198 | 31519 | 11.80% |
| | <i>Canton</i> | 2323 | 2625 | 13.00% |
| | <i>Clyde</i> | 1769 | 2175 | 23.00% |
| | <i>Lake Junaluska</i> | 1729 | 2347 | 35.70% |
| | <i>Maggie Valley</i> | 12417 | 13273 | 6.90% |
| | <i>Waynesville</i> | 9960 | 11099 | 11.40% |
| August | | 23006 | 24439 | 6.20% |
| | <i>Canton</i> | 2177 | 2364 | 8.60% |
| | <i>Clyde</i> | 1346 | 1563 | 16.10% |
| | <i>Lake Junaluska</i> | 1788 | 1994 | 11.50% |
| | <i>Maggie Valley</i> | 9580 | 9746 | 1.70% |
| | <i>Waynesville</i> | 8115 | 8772 | 8.10% |
| September | | 23357 | 24925 | 6.70% |
| | <i>Canton</i> | 2012 | 2327 | 15.70% |
| | <i>Clyde</i> | 1503 | 1830 | 21.80% |
| | <i>Lake Junaluska</i> | 1464 | 1602 | 9.40% |
| | <i>Maggie Valley</i> | 9821 | 10374 | 5.60% |
| | <i>Waynesville</i> | 8557 | 8792 | 2.70% |

AIRDNA

Lodging Supply + Demand September YOY



Shenandoah County, VA STR

Shenandoah County, VA H/M

Jackson County STR

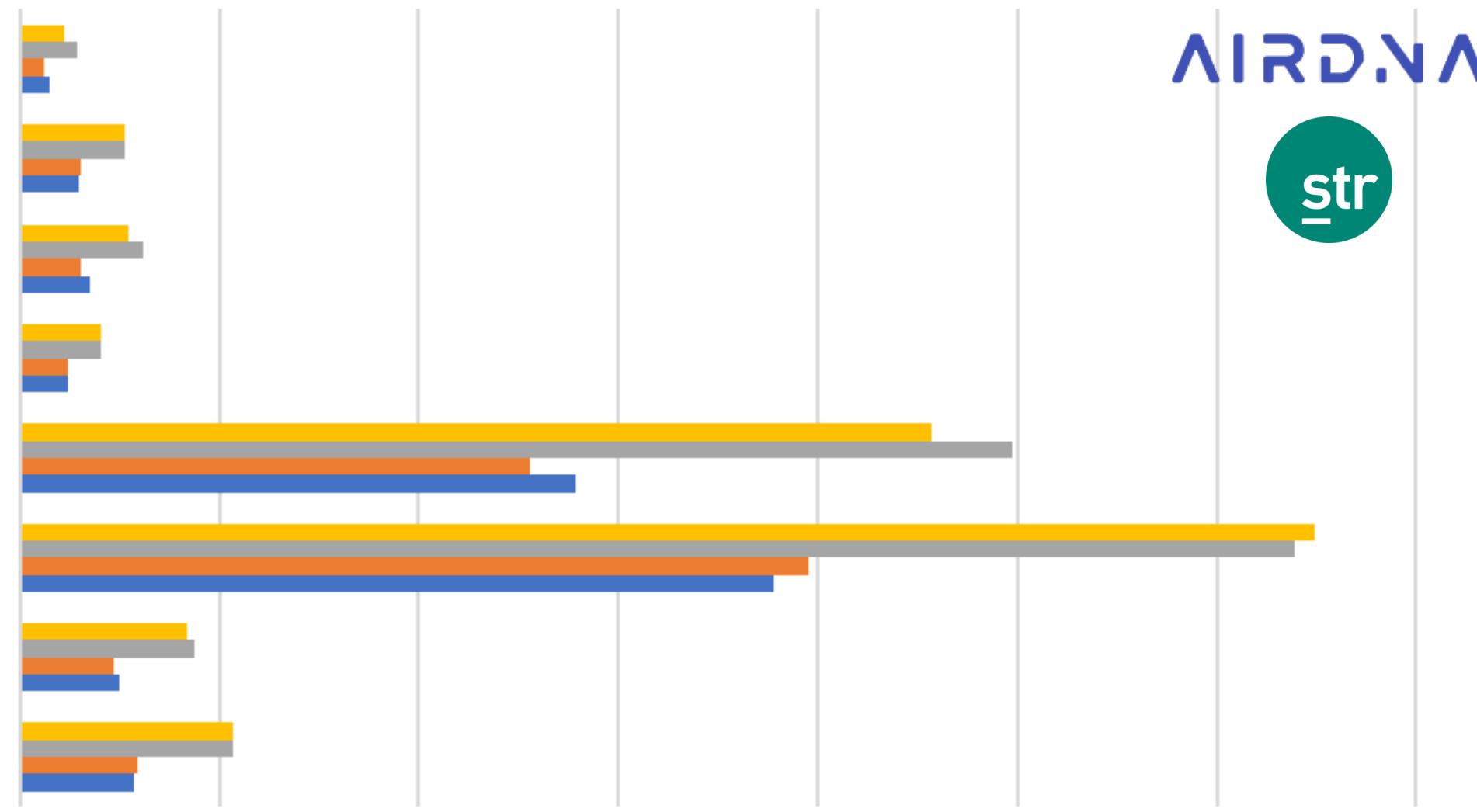
Jackson County H/M

WNC (less Buncombe) STR

WNC (less Buncombe) H/M

Haywood County STR

Haywood County H/M



Supply 2022

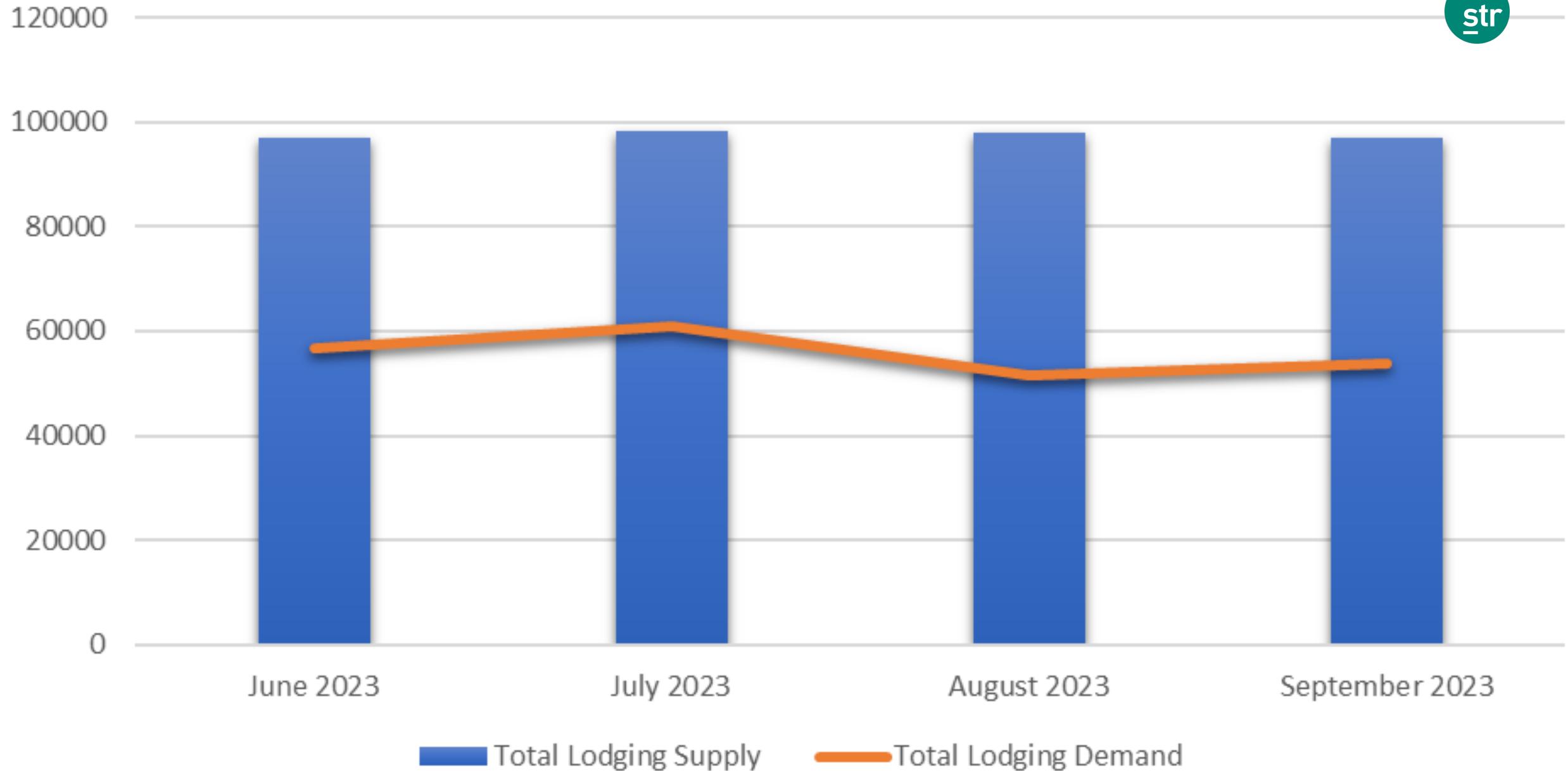
Supply 2023

Demand 2022

Demand 2023

Haywood County Lodging Supply vs Demand

AIRDNA





Old Business

The background of the slide is a photograph of a mountain stream. The water flows over large, mossy rocks. Fallen leaves in shades of yellow, orange, and brown are scattered across the rocks. The background shows a dense forest of trees, with many leaves having turned yellow or orange, indicating autumn. The overall scene is a natural, outdoor setting.

Haywood Heritage Weekend Grant Revision Request

HCTDA Board approved grant funding for the Haywood Heritage Weekend in May 2023

Collaborative three-day event produced by the Downtown Waynesville Commission, Folkmoot, Haywood County Arts Council, Shelton House, and Haywood Community College

Original application for concert at HCC on Friday evening by Folkmoot was not submitted for review, so that piece of the weekend event still requires funding

Haywood Heritage Weekend group requesting some changes to grant funding, while still producing a new, collaborative, three-day event within the original grant budget allocated



Haywood Heritage Weekend Grant Revision Request

Haywood County Arts Council changing their event name from "The Hootenanny" to "Haywood Made". No changes to the budget.

Shelton House - No change

Downtown Waynesville Commission requesting to re-allocate \$5,000 from advertising budget to produce "Appalachian Showcase" opening ceremony concert at HCC on Friday

Folkmoot requesting to use awarded \$6,000 for "Taste of Appalachia" event on Sunday instead of closing ceremony. Folkmoot also requesting to modify matching commitment amount from \$6,625 to \$1,500 (meets grant minimum requirements).

(NEW) Concert at HCC opening ceremony live concert on April 19, 2024 from 6-9 PM, requesting \$5,000 from DWC budget



Tourism Master Plan and Destination Branding Request for Approval



- Received 34 proposals for Tourism Master Plan and Destination Branding projects
- Proposals ranged in price from \$20,000 to \$480,000
- Product Development and Marketing Committees scored and discussed proposals
- Three finalists were selected for interviews on October 18
- DCI & Partners were unanimously selected as the firm to hire
- DCI had the lowest total budget of the three finalists: \$252,965
- Project will drive long-term ROI for TDA and County
- Integrates research, branding, marketing, destination development, and sustainable strategies for Visit NC Smokies and Haywood County

Request: Motion to approve the contract and scope of work as presented and to approve Corrina Ruffieux to sign the contract.

Tourism Master Plan and Destination Branding Budget Amendment



Section 1. To amend the General Fund, the expenditures are to be charged as follows:

| Department | Acct. No. | Current Budget | Increase (Decrease) | Amended Budget |
|------------------------------|-----------|----------------|---------------------|----------------|
| Marketing & Sales - Research | 537900 | 41,000 | 278,000 | \$319,000.00 |
| Contingency | 599101 | 54,525 | (54,525) | \$0.00 |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| TOTAL | | | \$223,475.00 | |

This amendment will result in a net increase/(decrease) of \$223,475.00 in the expenditures in the General Fund.

To provide the additional revenue for the above amendment, the following revenues will be increased/(decreased) as follows:

| Revenue | Account Number | Current Budget | Increase (Decrease) | Amended Budget |
|----------------------------|----------------|----------------|---------------------|----------------|
| Revenue - Fund Balance TDA | 499990 | 30,000 | 223,475 | \$253,475.00 |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

Section 2. Copies of this budget amendment shall be delivered to the Budget Officer and the Finance Officer for their direction.

Adopted this 1st day of November, 2023.



The background of the slide is a photograph of the Great Smoky Mountains. The foreground and middle ground are filled with dense forests of trees showing autumn colors (orange, yellow, red, and green). A thin layer of white mist or fog hangs in the valleys between the mountain ridges. The sky is a soft, hazy pinkish-purple, suggesting either sunrise or sunset. The overall scene is serene and natural.

New Business

The slide is framed by decorative white L-shaped brackets on the left and right edges. The bracket on the left is located at the top left corner and the bottom left corner. The bracket on the right is located at the top right corner and the bottom right corner. These brackets are simple geometric shapes that provide a clean, modern look to the slide's design.



Staff Reports

FY 23/24 - Second Round Marketing Grant Funding Timeline

| | |
|-------------------------|---|
| <u>November 29</u> | **Tentative date to open grant cycle for applications** |
| <u>January 2</u> | Application deadline 5PM |
| <u>January 3-8</u> | HCTDA internal review & processing of applications |
| <u>January 9</u> | Send applications to PDC for review |
| <u>January 16 or 18</u> | PDC Meeting |
| <u>January 24</u> | TDA Board Meeting |
| <u>January 31</u> | Send recipient award letters |





January 26, 27 & 28, 2024

NCSmokiesIceFest.com



NC Smokies Ice Fest Weekend Highlights



Ice Sculpture Stroll in Downtown Waynesville
Friday 5-8 PM (Exact times TBD)

Ice Skating at Sorrell's Park
Friday 5-8 PM | Saturday 4-8 PM | Sunday 4-8 PM

Ice Festival at Maggie Valley Festival Grounds
Saturday 4-9 PM

Cataloochee Ski's Torch Run
Saturday 10:30 PM

Ice Fest 5K at Haywood Community College
Sunday 10:00 AM – 12:00 PM

Lodging, shopping, and dining specials
All weekend!!

Sponsorship Opportunities

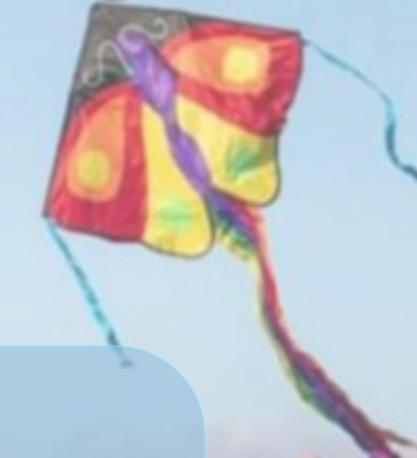
NC Smokies Ice Fest Weekend Sponsorships

Downtown Waynesville Ice Sculpture Stroll

Canion Ice Rink Sculptures



Peak PR: How to Elevate Your Business Through Storytelling



When: Tuesday, November 28, 2023 4-6PM

Where: The Gem at Boojum Brewing Company
50 N Main St. Waynesville

Why: Discover the potential for PR to elevate
our destination and your business!



Next TDA Board meeting:
November 29, 2023

The background of the slide is a photograph of a river flowing through a forest. The water is clear and moves over large, mossy rocks. The surrounding trees are a mix of green and autumn colors, with fallen leaves scattered on the rocks. The overall atmosphere is natural and serene.



Thank You